

ABSTRACT OF THE DISCLOSURE

A method of advertising within a radio broadcast program which features the playing of songs and broadcasting commercials, the method including the steps:

- 5 A. establishing a contest whereby listeners of the program may become participants in the contest by following procedures of the contest, the contest including the broadcast of clues from time to time following broadcast of one of the commercials, with the contest requirement that a participant respond to at least one broadcasted clue and follow the required procedure of the contest,
- 10 B. broadcasting at least one set of songs during the program,
- C. broadcasting at least one commercial during the program,
- D. broadcasting at least one clue following the at least one commercial, and
- E. providing a specified award to each participant whose
- 15 response to the clue satisfied the contest requirements to win the award.